09/12/2012 9:06 AM 09/11/2012 5:09 PM Printed: Last Received: Traffic Order# Status New Ver# 1 7902800 Rep Order# EC'd Yes

Showing Buylines: All Lines

1 of

() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Office (Agency

10/26/2012 - 11/06/2012 ALEXANDRIA, VA 22314 P1/P2/E 155/426/3161 Agency C/P1/P2/E Hiatus Weeks Flight Dates

() NRCC-NATL REPUB CONG NRCC IE 2012

KRISTY KOVATCH

Buyer Phone# Fax#

3161

KSL-TV SALT LAKE CITY

Advertiser Estimate#

Station Product

) WASHINGTON) JAMIE ANDRUS Salesperson (

202-872-1155 Salesperson Phone# Salesperson FAX#

-- CONTRACT COMMENT ---

CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

NEW ORDER NRCC IE. SHARE IS EST. PLS CONFIRM.

THANKS! JAMIE

	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1 SU Rating: 1.4	SU EDTN-LINDSY	 9A-930A	. 30	 10/28-10/28	τ. 	\$125.00	
2 SU Rating: 1.4	SU EDTN-LINDSY	9A-930A	:30	11/04-11/04	п	\$125.00	п
3 SA Rating: 1.1	SPORIS BEAT SA	630P-7P	:30	10/27-10/27	1	\$100.00	н
4 F Rating: 0.7	KSI S NW TDY 1	5A-6A	: 30	10/26-10/26	н	\$75.00	н
5 M-F Rating: 0.7	KSL 5 NW TDY 1 Buyline Comment: 1/DAY	5A-6A	: 30	10/29-11/02	N	\$75.00	ស
10 M-TU Rating: 0.7	KSL 5 NW TDY 1 Buyline Comment: 1/DAY	5A~6A	: 30	11/05-11/06	Ν	\$75.00	~
12 SU Rating: 1.9	MEET PRESS-SUN	8A-9A	:30	10/28-10/28	н	\$300.00	₽

2 of 4	WASHINGTON JAMIE ANDRUS
09/12/2012 9:06 AM 09/11/2012 5:09 PM nes	
Printed: 09/12/2 Last Received: 09/11/2 Showing Buylines: All Lines	IA RESEARCH PLANNING Rep Sale 4
Traffic Order#	Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE ALEXANDRIA, VA 22314 Salesperson (
New	
Status	3 CONG
Ver# 1	CITY . REPUI
Ve	LAKE (C-NATI
7902800	KSL-TV SALT LAKE CITY ()NRCC-NATL REPUB CONG NRCC IE 2012
Rep Order# EC'd Yes	Station KSL-TV SALT LAKE CITY Advertiser ()NRCC-NATL REI Product NRCC IE 2012 Estimated 2151

Station KSL-TV SAL Advertiser () NR Product NRCC IE 20 Ferimates 3151	KSL-TV SALT LAKE CITY () NRCC-NATL REPUB CONG NRCC IE 2012	, t	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 PARONE 1550050151	a researc)) B E) WASHINGTON) JAMIE ANDRUS	
		Agency Cr. 11. 12. E. Flight Dates 1 Hiatus Weeks	10/26/2012 - 11/06/2012	6/2012		Salesperson Phone# 202-8 Salesperson FAX#	202-872-1155	
In Day	Program	F 1	Тіте 	ren 1	Dates	Spots/Week	Rate 1 te 1 l	Total Spots
13 Rating: 1.9	MEET PRESS-SUN	ω	8A-9A	.30	11/04-11/04		\$300.00	ť
14 Rating: 1.0	SUN TODAY-NBC		7A-8A	:30	10/28-10/28	11	\$185.00	eł
15 Rating: 2.1	KSL 5 NW TDY 2	w .	6A-7A	:30	10/26-10/26		\$425.00	Fi .
16 Rating: 2.1	KSL 5 NW TDY 2	u.	6A-7A	.30	11/02-11/02		\$425.00	H
17 M Rating: 2.1	KSL 5 NW TDY 2	v	6A-7A	:30	11/05-11/05		\$425.00	н
18 Rating: 2.3	KSL 5 NWS-6:30	•	630P-7P	:30	10/26-10/26	1	\$525.00	н
19 TU Rating: 2.3	KSL 5 NWS-6:30	w.	630P-7P	:30	10/30-10/30		\$525.00	н
20 Rating: 3.2	TONITE SHW	1	1035P-1137P	:30	11/02-11/02	н	\$800.00	T.
21 W Rating: 2.3	TODAY SHW	w	8A-9A	30	10/31-10/31	н	\$700.00	T.
22 M Rating: 2.3	TODAY SHW	ω	8ጹ-9ጹ	30	11/05-11/05	ч	\$700.00	ī
23 Rating: 2.4	SPORTS BEAT SU	п	1035P-11P	:30	10/28-10/28	н	\$750.00	тı

			Total Spots]	ਜ	н	∺	다	H	ч	н	н	1		1
3 of 4) WASHINGTON) JAMIE ANDRUS	202-872-1155	Rate		\$950.00	\$950.00	\$2,500.00	\$4,500.00	\$225.00	\$225.00	\$360.00	\$650.00	\$650.00	\$625.00	\$625.00
09/12/2012 9:06 AM 09/11/2012 5:09 PM nes	Rep Firm Sales Office () WASHI Salesperson () JAMIE	Salesperson Phone# 202-{ Salesperson FAX#	Spots/Week		п	н	ц	п	гī	Ħ		1	1	ı	1
Printed: 09/12/2 Last Received: 09/11/2 Showing Buylines: All Lines) NATIONAL MEDIA RESEARCH PLANNING Rep LATERS LANE Sales ANDRIA, VA 22314 FF 155/426/3161	Sale: Sale	Dates	 	10/29-10/29	11/06-11/06	10/31-10/31	10/28-10/28	10/28-10/28	11/04-11/04	11/03-11/03	11/01-11/01	11/05-11/05	11/02-11/02	11/05-11/05
Las Showing J	EDIA RESEAR 314 61	11/06/2012	Len	1 1	: 30	: 30	:30	30	30	.30	:30	. 30	30	:30	:30
#	() NATIONAL MEDL 815 SLATERS LANE ALEXANDEIA, VA 22314 PI/P2/F 155/4263161	10	Time	!	7A-8A	7A-8A	10P-1035P	615P-930P	4P-430P	4P-430P	6P-630F	6P-630P	6P-630P	5P-530P	5P-530P
Traffic Order#	Agency ()1 815 SLA ALEXA1 A sency C/P1/P2/R	Flight Dates Hiatus Weeks													
800 Ver# 1 Status New	KSL-TV SALT LAKE CITY ()NRCC-NATL REPUB CONG NRCC IE 2012 3161	KRISTY KOVATCH	Program		TODAY SHW	TODAY SHW	KSL 5 NWS-10<	SNE	SU 4P NEWS	SU 4P NEWS	KSL5 NWS-6P SA	KSL 5 NWS AT 6	KSL 5 NWS AT 6	KSL 5 NWS AI 5	KSL 5 NWS AT 5
Rep Order# 7902800 EC'd Yes	Station KSL-TV S Advertiser ()1 Product NRCCII Estimate# 3161				24 M Rating: 2.8	25 TU Rating: 2.8	26 W Rating: 6.0	27 su Rating: 6.4	28 su Rating: 1.1	29 SU Rating: 1.1	30 SA Rating: 1.7	31 TH Rating: 3.0	32 M Rating: 3.0	33 F Rating: 2.0	34 M Rating: 2.0

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Showing Buylines: All Lines

KSL-TV SALT LAKE CITY
r () NRCC-NATL REPUB CONG
NRCC IE 2012
f 3161 Advertiser Estimate# Station Product

KRISTY KOVATCH

Buyer Phone# Fax#

() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Office (ALEXANDRIA, VA 22314 /P1/P2/E 155/426/3161 Agency (

10/26/2012 - 11/06/2012 Agency C/P1/P2/E Flight Dates

) WASHINGTON) JAMIE ANDRUS Salesperson

4

4 of

202-872-1155 Salesperson Phone# Salesperson FAX#

--REPORT TOTALS-

Report Totals: 34 / \$19,270.00

--SALES MONTHLY TOTALS-

24 / \$12,060.00 Nov 12: 10 / \$7,210.00 Oct 12:

Sales Totals: 34 / \$19,270.00

Station Totals: 34 / \$19,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE---

CABL \$24,088 Market Totals

KUCW

% % O O

KJZZ

KUTV

% % O O

NSI

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808

KSI

UNKN

20%

KSIU

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KTVX

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RA35+ null

Books Demos